50th Anniversary of Whitman

Whitman COIN SUPPLY MERCHANDISER

WORLD'S LEADING NUMISMATIC SUPPLIER

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R. S. YEOMAN

IT'S NEVER TOO EARLY

The American Numismatic Association, by action of its Board of Governors at the 75th Anniversary Convention in Chicago in August, dropped the age for Junior members to eleven years.

Why eleven? We were told by President Matt Rothert that this was by way of conforming to the Boy Scouts of America and the 4-H Clubs. It is an age when boys and girls go for achievement in various fields open to them. Have you noticed how activities for children have been stepped up in such fields as the Little League and hobbies of every kind in recent years? The A.N.A. officers recognize this significant trend and have opened up Junior Class membership to the adolescent with attendant special concessions on initiation wherein the fee is waived and only dues of $6 are required. Children of present A.N.A. members can join for $1 a year as Associate Juniors.

Our reason for mentioning this new membership rule is simply to remind our dealer friends one more time that the youngsters are our most important market target. The world's largest numismatic organization recognizes the full importance of drawing in the prospective collector as early in life as practicable. We on the professional side of the world's oldest hobby ought to take note of this progressive step and while serving these boys and girls in our shops, suggest membership in the A.N.A.

The desire to belong is strong in all of us, and we say, "the earlier the better." Selling a youngster his first coin folder or Blue Book is a real step toward his lifetime career in numismatics. Helping him to join the A.N.A. is going to keep him thinking and acting numismatics that much stronger and more lasting.

Besides, it's good business.

R. S. Yeoman

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Vice-President and
General Manager
Coin Supply Division

COIN COLLECTORS HEARD IN CAPITOL

Nationally-known coin authority Richard S. Yeoman, Vice President and General Manager of the Whitman Coin Supply Division, was called to Washington, D.C. recently before the House Banking and Currency Committee.

The committee, chairmanned by Rep. Wright Patman, held hearings July 26-28 on H.R. 13150 and related bills which provide for the sale of silver dollars to the American Cancer Society and the American Heart Association.

The legislation would authorize the Treasury Department to sell 2,947,899 silver dollars at face value to the two health foundations. The associations would resell the coins to raise funds for health research.

Dick attended the House Banking Committee hearings in his capacity as a member of the Special Advisory Committee to the National Board of Directors of the American Cancer Society and the American Heart Association. He was one of the four nationally recognized coin authorities serving on the committee which is working for the fair, equitable distribution of the coins. "The Special Advisory Committee," says Dick, "wants to guarantee that every collector has an equal opportunity to purchase some of the silver dollars and wants to guard against the coins being acquired by hoarders and speculators." Chairman of the Special Advisory Committee is George M. Leader, former governor of Pennsylvania.

The silver dollars, which include 2,837,868 minted at Carson City, Nevada, between 1878 and 1893, are believed to have a numismatic value several times their monetary worth. All proceeds from the resale of the silver dollars would be earmarked specifically for research into cancer, heart disease and stroke.

The meeting is believed to be the first time that numismatists have been given a chance to be heard on matters concerning their hobby.

WHITMAN UNVEILS NEW STAMP LINE

Whitman has now officially announced a new major product line for 1966—a complete line of philatelic materials—stamp albums, stamp packets and reference materials.

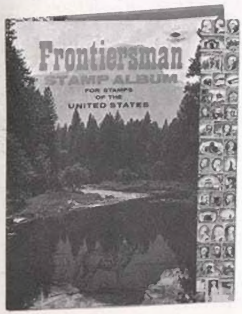
The new Whitman stamp line was first unveiled at the Sixth International

Philatelic Exhibition in Washington, D. C., May 21-30. Jobber customers of Whitman throughout the United States were informed of Whitman's entry into the stamp supply field by means of a colorful, informative brochure mailed shortly thereafter.

According to Whitman President James B. Lyle, "stamp collecting is becoming an increasingly popular hobby, with the rise in the average American's disposable income and leisure time. Whitman is entering the philatelic field with a varied line of products, designed for both the beginning philatelist and the more advanced collector."

Implementing the program for Whitman is Stamp Editor Ervin J. Felix, a nationally known philatelic authority.

Whitman's line of merchandise includes the following items with these



suggested retail prices:

The Frontiersman and Crusader albums, priced at $1 in hard cover. The former is for U.S. stamps and the latter for foreign stamps.

The Lincoln and Voyager albums, priced at $4.95 in hard cover, looseleaf. The first, a 248-page volume, is for U.S. stamps and the second, 576 pages, is designed for foreign stamps.

"A collector using these and future Whitman albums will have greater flexibility and choice," said Erv Felix, "because numerous blank spaces outlined in suggested sizes are included, permitting him to put in what he wishes, or is able to obtain."

Supplementary album materials include packets of quadrille and bordered insert pages; pre-folded and straight stamp hinges; glassine interleaving; and two different types of stamp tongs—spade and round tip.

Other items in the line are:

Whit-Perf, a plastic perforation gauge for measuring perforations of stamps and priced at 59¢. This is a completely new type of gauge operating on a slide rule principle.

A "Let's Collect Stamps" booklet for beginning philatelists, written by Felix and priced at 50¢.

An assortment of several hundred stamp packets, containing both U. S. stamps and world-wide issues, priced from 29¢ to $1 per packet.

Full color assortments of state flags, seals, birds and flowers, priced at 19¢ per packet.

Full color assortments of more than 200 Flags of the World, 49¢ per assortment.

Whitman Mini-Maps, an assortment of 100 miniature maps of nations and provinces, each measuring 1-¼" by 1-¼", priced at 29¢ a set.

A full color assortment of 200 coats of arms representing nations around the world, retailing at 49¢.

Whitman Monitor Stock Books in two sizes, spiral bound, priced at 39¢ and $1, and a larger Master Stock Book at $2.

The line will be augmented by additional philatelic materials in the near future. A colorful brochure describing these products is available without charge through your local supplier or through this office.

These Whitman stamp supplies may be ordered directly through all regular Whitman jobber sources and hobby supply accounts.

LET'S COLLECT COINS STARTER KIT

WHITMAN'S refurbished Coin Hobby Starter Kit is just what you have been looking for—a hot new item for Fall promotion. Designed with the beginner collector in mind, the kit contains all of the essential material needed to get started in the Hobby. Each of the items has been carefully selected to catch and hold the new collector's interest and to prompt him to use additional coin supplies.

The "Let's Collect Coins" Starter Kit retails for $1.00. It is packaged in an attractive brightly colored box. Each dozen of these kits is packed in a colorful shipping carton that can be used as a counter or floor display unit for fast turnover store sales.

The kit contains:

1. *Our regular 35¢ folder,* the Lincoln Head Cent, starting 1941 (No. 9030). This is the best selling folder in our line, just right for the beginner collector.
2. *Check List,* a handy pocket size list for recording all coins in a collection.
3. *Magnifier,* a useful tool. Sturdy plastic 15¢ value.
4. *"Let's Collect Coins,"* a 64-page

booklet for the newcomer to the fascinating hobby of coin collecting. Written by Ken Bressett of Whitman's staff, this guide covers all areas of the history of coins and coin collecting, coin production, cleaning and conditioning of coins, and a glossary of frequently used terms. It also includes current values of all U.S. coins. (This booklet is a regular retailer at 50¢.)

This bright new "Let's Collect Coins" Starter Kit, stock no. 9385, is packed in an eye-catching counter display carton of one dozen kits. A perfect item for your store and just in time for the Christmas season.

NEW LOOK AT FOREIGN COINS

A new WHITMAN book by R. S. Yeoman on Modern Foreign Coins will soon be available. Its title, *Current Coins of the World*, describes exactly what the book is designed to encompass.

In precisely the same style and general format as the popular Brown Book, this new catalog contains coins of all countries from approximately 1940 to date, with special emphasis on new issues since 1964. This book is the last of a trio of books which now provides continuous coverage of world coin issues from 1750 to the very latest of 1966. The first two of these will, of course, be revised periodically, but *Current Coins of the World* will be the book that carries all future issues of coins.

To show some of the scope of this new catalog, we present here a list of new countries which have made their appearance since the Sixth Edition of the *Modern World Coins Catalog* was printed in 1964:

Bahamas	Malagasy Republic
Bahrain	Malawi
Burundi	Rhodesia
Congo	Rwanda
Federation of	Sierra Leone
South Arabia	Tanzania
Irian Barat	Zambia

The number of new issues might also be somewhat startling since the new book will contain no less than 293 of these.

An important innovation in this book is the inclusion of many "Late Listings" for various countries. Such listings include coins that were reported or made known barely in time for inclusion. Some of these have actual catalog numbers and some don't, depending on whether they were reliably reported or actually verified. There are twenty Late Listings in the book without a catalog number.

The book will be a hard bound edition of approximately 256 pages. Details of stock number, price and ordering will be forthcoming shortly when the book is available.

NEW BLUE BOOK AIMED AT BEGINNER

The 1967 edition of the ever popular HANDBOOK OF UNITED STATES COINS, by R. S. Yeoman, marks its 24th printing. The new BLUE BOOKS are slated to go on sale October 20 throughout the country. While the annual appearance of this book is not as eagerly awaited as that of the RED BOOK, the market is a solid one, and a never ending stream of new collectors is always anxious to purchase this popular volume.

Although the BLUE BOOK is primarily aimed at beginner collectors, they do not necessarily constitute the entire market. Many advanced collectors find this book exactly what its name implies, a hand book or handy reference of pertinent facts about United States coins. It is also a prime source of information concerning premium values of every United States coin made from 1793 to date.

Values shown in the BLUE BOOK are updated each year in exactly the same fashion as the RED BOOK prices. A panel of the country's leading dealers submit prices that they feel are current market values for each coin. These prices are averaged together and analyzed with the same care given to RED BOOK valuations. The difference, of course, is that RED BOOK values are dealers' selling prices and BLUE BOOK values are buying prices.

In compiling the 1967 edition of the HANDBOOK, special attention was given to the type of coins that a dealer is most likely to encounter in purchases made through an average street store operation. We at Whitman feel we have a general overall knowledge of the coin market as reflected through dealers who operate from their home, by mail order, or at conventions. To gain a better insight into a store operation we consulted for a full day with a Chicago dealer, Ben Dreiske, who has been in the business since the early days of the hobby. Ben, together with his assistant Kurt Eckstein, proved an invaluable help in offering viewpoints concerning coin transactions at the basic over-the-counter level.

New condition columns have been added to coin listings in many categories. As usual, many price changes show an upward trend, although not nearly as sharp as has been the case in recent years. Modern U.S. coins declined somewhat in popularity and value, but early type coins show marked increases in price as a reflection of a growing interest in that series. Commemorative coin prices remained mostly unchanged, with the exception of a few pieces in the Extra Fine category.

In case you haven't noticed lately, the book carries brief aids to the newcomer such as explanations on how coins are made, historical data about mints, coin alloys, proofs, mint marks with photographic-location diagrams, illustrations of distinguishing marks, coin grading, preserving and cleaning coins, starting a collection, abbreviations, coin terms and many others. This is the book for you to recommend to customers who are starting in coin collecting.

The new BLUE BOOK will be shipped in a special counter display unit at no extra charge. This Pre Pak display proudly announces Whitman's special 50th anniversary offer—a 50¢ discount on a one year subscription to the *Whitman Numismatic Journal*. A special coupon is included in every 1967 *Blue Book*. This sales stimulating displayer is identical to the one used in the recent shipments of RED BOOKS and will accommodate three dozen HANDBOOKS. The traditional window streamers will also be included with first order shipments.

Whitman stock number is 9050 and the retail price still a modest $1.00.

WHITMAN'S EXPANDED ACTIVITIES COVER BROAD AREA

A multitude of new reference books is being planned by WHITMAN PUBLISHING COMPANY covering the coinages of many countries throughout the world. Not only modern coins, but paper money, tokens, and ancient coins will be the subjects of these new books.

TYPE INDEX OF THE LESSER GREEK COINAGES will be the title of a book by Dr. John F. Lhotka. This book will cover all of the minor coins of ancient Greece and list them by type so that even a person unfamiliar with this series may readily classify these coins.

THE SILVER DOLLARS OF AFRICA, ASIA AND OCEANIA is the subject of a work by Dr. John S. Davenport that will encompass an area not already covered in his excellent series on dollars of the world.

MISSTRUCK COINS will be thoroughly explained and listed in an excellent monograph by Walter Breen, and EARLY PAPER MONEY OF AMERICA is the subject of a book by Eric P. Newman, destined to be the most authoritative catalog on the subject ever compiled. Each of these books is in an active stage of preparation and is scheduled to be published before the end of the year.

A GUIDE BOOK OF MODERN LATIN AMERICAN COINS, by Robert P. Harris, is a companion work to his well-known volume on Modern European Coins. There is a wealth of new information contained in this catalog, which will be released in the early Fall.

A subject that has long fascinated collectors of tokens is the series of U.S. game counters. Dr. George Fuld and Russell Rulau have combined their talents to produce a manuscript that should unravel the mysteries once and for all of th[illegible]

Work is now in progress on a revised and expanded version of T. V. Buttrey's GUIDE BOOK OF MEXICAN COINS. The new volume will cover all the Mexican national issues since independence from Spain in 1821.

Turning to world paper money, it was announced some time ago that Whitman had negotiated the purchase of a massive manuscript by Dr. Arnold Keller which will cover all regular issues of world paper money from 1900 to approximately 1965. The work that will be involved in the actual finishing of the manuscript and production of the book is such that publication will be delayed for an extended period. When finally completed, this manuscript will be published in at least three separate volumes. Dr. Keller is the one man capable of compiling such a manuscript and the foremost authority on world paper money. We are fortunate to have been able to purchase his masterful compilation.

Whitman's Philippine Coin Catalog has long been out of print and material is presently being compiled for a complete revision and expansion of the original volume. Present plans call for the publication of this book late in 1967.

Speaking of Philippine numismatics, a catalog of Philippine guerrilla currency is also in preparation, with a possible publication date of 1967 or 1968. Both of these Philippine catalogs will be by Neil Shafer.

Also slated for 1967 publication is A GUIDE BOOK OF CENTRAL AMERICAN COINS by Francisco J. Angert and Holland Wallace. This volume will contain all issues of the various nations, including Spanish Colonial coinage from 1733.

Other subjects and titles are being considered, among them TOKENS OF THE WORLD and MODERN COINS OF RUSSIA. It should be remembered that all of these new publications must be integrated into Whitman's program of periodic revisions of Standard works, such as the Red Book, Blue Book, U.S. Currency Book and others. As plans progress for publication of new titles, more announcements will be forthcoming.

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Available without charge to all of our dealer friends, to better acquaint them with the Whitman coin supply line and assist them in merchandising our products.

Whitman Coin Supplies are available through jobbers only. They are conveniently located in every trade area.